Bachelor of Science in Information Management A201

Dr Gary Wong
BSc(IM)
Programme Director

Updated in September 2020
Welcome!!
Why Faculty of Education, HKU?

Ranked 3rd in education in THE World University Rankings 2020
Why BSc(IM)?

• a UGC-funded programme which targets the fastest growing sector of the modern economy, namely the “information sector”;
• accredited by CILIP, an organisation for the information, knowledge management and library profession;
• Faculty is the only member iSchools member in HK;
• teaching staff with years of local & international teaching & industry experience in information studies;
• opportunities to interact with expert practitioners as well as alumni;
• academic exchange opportunities;
• scholarship & bursaries available.
Why BSc(IM) so special?

• First such degree programme offered by a local university
• Programme tailored to unique needs of HK information industry
• Acts both as a first professional qualification & a stepping-stone to further education
What did our graduate say?

Molly Cheung, graduate

I have gained more than I expected from the BSc(IM) programme. It equipped me with professional knowledge in both information management and technology skills. Apart from academic knowledge, the programme provided me with opportunities like internship programmes and elective courses which widened my horizons. After graduation, I have moved to California and started my new career in digital marketing. This programme really prepares students to step out internationally!
What did our student say?

Bosco Chan, Year 4 Student

Studying the BSc(IM) programme is truly enjoyable. The programme not only provides theoretical knowledge, but also offers valuable chances to enrich our practical experience through summer internships and expand our horizons through the exchange programme. The summer internship has played a vital role in paving my career path and nurturing my soft skills. I am grateful that the lecturers are always there to help when needed. I highly recommend this programme to those who are interested in information management industries.

More sharing can be found at http://web.edu.hku.hk/programme/bsim/share
Aims

- Designed to prepare graduates to:
  - be informed, reflective practitioners in the information age
  - develop information leadership capacities that can be used in a wide variety of professional environments
Programme features

• Extends over 2 academic years of FT study
• Face-to-face coursework, combined with flexible online delivery
• Interaction with IM industry through professional experience (internship)
• Opportunity for in-depth research in final year project
• Minoring in interested field
Eligibility and intake quota

Candidates holding a recognised full-time Higher Diploma or Associate Degree programme in any discipline of at least two years duration in Hong Kong are eligible.

Since 2005, more than 420 students have graduated. The intake quota for 2021-22 is 40.
## Programme Structure

<table>
<thead>
<tr>
<th>Course Type</th>
<th>1st Year (in credits)</th>
<th>2nd Year (in credits)</th>
<th>Total (in credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IM Core Courses</td>
<td>36</td>
<td>18</td>
<td>54</td>
</tr>
<tr>
<td>(includes Internship in the summer)</td>
<td></td>
<td>(includes Final Year Project)</td>
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<tr>
<td>IM Elective Courses</td>
<td>12</td>
<td>6</td>
<td>18</td>
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<tr>
<td>Lang. Enhancement</td>
<td>6</td>
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<td>6</td>
</tr>
<tr>
<td>Common Core Courses (in different AoIs)</td>
<td>6</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Free Electives</td>
<td>--</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>60</td>
<td>120</td>
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</tbody>
</table>
## Programme Structure (cont)

<table>
<thead>
<tr>
<th></th>
<th>Year 3</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Semester</td>
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<tr>
<td><strong>IM Core Courses</strong></td>
<td>BSIM3001</td>
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<tr>
<td></td>
<td>BSIM3004</td>
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<tr>
<td></td>
<td>BSIM3017</td>
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<tr>
<td><strong>IM Elective Courses^</strong></td>
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<tr>
<td><strong>Common Core Courses</strong></td>
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</tbody>
</table>

^ Students can take only 2 IM elective courses in the first year. Over enrollment is not allowed.
• Students can take not more than 36 credits in one semester
• Students who wish to opt for a minor may be required to take additional study load so as to fulfil the minor requirements.
## Core Courses

<table>
<thead>
<tr>
<th>IM Core Courses (to complete 2 courses, @ 6 credits)</th>
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</thead>
<tbody>
<tr>
<td>BSIM3001</td>
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<tr>
<td>BSIM3004</td>
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<tr>
<td>BSIM3017</td>
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<tr>
<td>BSIM3023</td>
</tr>
<tr>
<td>BSIM3998</td>
</tr>
<tr>
<td>BSIM3999</td>
</tr>
<tr>
<td>BSIM4011</td>
</tr>
<tr>
<td>BSIM4020</td>
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<tr>
<td>BSIM4999</td>
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</table>
### Elective Courses

<table>
<thead>
<tr>
<th>IM Elective Courses (to complete 3 courses, @ 6 credits)</th>
<th>Strand</th>
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<tbody>
<tr>
<td>BSIM3014 User-based systems analysis</td>
<td>IT</td>
</tr>
<tr>
<td>BSIM3021 Web development, users &amp; management</td>
<td>IT</td>
</tr>
<tr>
<td>BSIM3025 Multimedia and human-computer interaction</td>
<td>IT/Business</td>
</tr>
<tr>
<td>BSIM4012 Records management</td>
<td>Library</td>
</tr>
<tr>
<td>BSIM4018 Data warehousing &amp; data mining</td>
<td>KM</td>
</tr>
<tr>
<td>BSIM4019 Electronic commerce</td>
<td>Business</td>
</tr>
<tr>
<td>BSIM4024 Fundamentals of object-oriented programming</td>
<td>IT</td>
</tr>
<tr>
<td>BSIM4026 Introduction to statistics &amp; quantitative data analysis</td>
<td>IT/KM</td>
</tr>
</tbody>
</table>

*Not all elective courses will necessarily be offered every year.*
Articulation

• Possible articulation to Master of Science in Library and Information Management [MSc(LIM)]: with 4 specialist strands to choose from, namely Librarianship, Information management, Knowledge management, and Data science.

• Some courses of the MSc(LIM) are open for BSc(IM) senior students as free elective and possible advanced standing be granted for articulate to MSc(LIM), in accordance with regulations

• The MSc(LIM) courses include the following fields:
  - Data science and learning analytics (Data science)
  - Information resources and services (Librarianship / IM)
  - Information behaviour (Librarianship/ IM)
BSIM3999 Internship

• Purpose
  • Apply knowledge into practice
  • Students engage in supervised practical experience with one or more information management related tasks in an organisation.

• Placement
  • Placement will normally be arranged through the Internship Coordinator, though students are encouraged to look for their own placement organisation.

• Supervisors
  • Internship Coordinator
  • Workplace supervisor
Sample host organisations

- Clifford Chance (高偉紳律師行)
- CLP Holding Limited (中電控股有限公司)
- Deacons (的近律師行)
- Deloitte Touche Tohmatsu (德勤)
- Gratia Christian College (宏恩基督教學院)
- Hong Kong Monetary Authority (香港金融管理局)
- Hong Kong Trade Development Council (香港貿易發展局)
- Hospital Authority (醫院管理局)
- Latham & Watkins (瑞生國際律師事務所)
- IKEA Hong Kong (香港宜家家居)
- Nanyang Technological University Library (新加坡南洋理工大學)
- National Museum of China (中國國家博物館)
- National Library of Public Information, Taiwan (臺灣國立公共資訊圖書館)
- National Taiwan University, Taiwan (國立臺灣大學)
- Pearson Education Asia Ltd (培生)
- etc
Career prospects

• Analyst, Deloittes HK
• Area Sales Manager, Neutrik
• Assistant HR Manager, HSBC
• Information Research Officer, Sing Dao Daily
• Assistant Library, Leisure & Cultural Services Dept.
• Marketing Executive, Advanced Card Systems
• Management Trainee, Canon HK Co. Ltd.
• Business Development Manager, Hewlett-Packard
• Online Market Manager, Double Up Media
• KE Executive, Deacons HK
• Web Programmer, Tiebusa Ltd.
• Consultant, UBS
Student profile (2020 intake)

From

- Community College, CityU
- CIE, HKBU
- SPACE, HKU
- Community College, PolyU
Student profile (2020 intake)

- Arts
- Business
- Creative media
- Engineering
- Library and information management
- Sport and recreation management
- Sport coaching and sport performance
- Tourism
Admissions requirements

• With good GPA
• Satisfactory language & communication skills ➔ IELTS/TOEFL preferred
• Leadership and life experience ➔ 1-2 pages summary preferred
• Prefer applicants placing BSIM as 1st choice
• Interview for shortlisted applicants ➔ late Feb to early March 2021
Application information

- Apply through “Admissions to Senior Year Places (Direct Admissions Scheme)”.
- DAS Prog. code: A201
- Apply by **early December 2020** (Main Round) (exact date to be announced)
- Late application is accepted normally **before mid-July** (exact date to be announced)
- Admissions details can be found at [https://www.aal.hku.hk/admissions/international/admissions-information?page=direct-admissions-scheme](https://www.aal.hku.hk/admissions/international/admissions-information?page=direct-admissions-scheme)
- Programme website [https://web.edu.hku.hk/programme/bsim](https://web.edu.hku.hk/programme/bsim)
Hope to see you soon!